

ORDER



WAVY

Orders
Order / Rev: 201628
Alt Order #: 06844884
Product Desc: 10/23-10/29 PRIORITIES USA
Estimate: 1566
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 08/27/12 / 08/27/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G Street, Southeast
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Priorities USA Action
Demographic: A35+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN7584/SP7302

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	37	\$30,200.00	\$25,670.00
10/29/12	10/29/12	7	\$6,050.00	\$5,142.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	37	\$30,200.00	\$25,670.00	0.00
November 2012	7	\$6,050.00	\$5,142.50	0.00
Totals	44	\$36,250.00	\$30,812.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	33%	\$36,250.00
Market	100%	\$109,848.48

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	6%	\$6,590.91
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$25,265.15
WTVZ	4%	\$4,393.94
WVBT	8%	\$8,787.88
WVEC	26%	\$28,560.61

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/23/12	10/23/12	WAVY News @ Sunrise	CM	5a-6a	-T-----	:30	1	\$700.00	P1	0.00	NM	1	\$700.00
WAVY News @ Sunrise															
EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----			1			\$700.00		0.00			
E 2	WAVY	10/25/12	10/25/12		CM	5a-6a	---T---	:30	1	\$700.00	P1	0.00	NM	1	\$700.00

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 Estimate: 1566
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY News @ Sunrise														
WAVY News @ Sunrise														
EARLY AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$700.00		0.00			
E 3	WAVY	10/26/12	10/26/12	WAVY News @ Sunrise CM		5a-6a ----F--	:30	1	\$700.00	P1	0.00	NM	1	\$700.00
WAVY News @ Sunrise														
EARLY AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$700.00		0.00			
E 4	WAVY	10/29/12	10/29/12	WAVY News @ Sunrise CM		5a-6a M-----	:30	1	\$700.00	P1	0.00	NM	1	\$700.00
WAVY News @ Sunrise														
EARLY AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$700.00		0.00			
E 5	WAVY	10/24/12	10/24/12	WAVY 6AM News CM		6a-7a --W----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
WAVY 6AM News														
AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$2,000.00		0.00			
E 6	WAVY	10/26/12	10/26/12	WAVY 6AM News CM		6a-7a ----F--	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
WAVY 6AM News														
AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$2,000.00		0.00			
E 7	WAVY	10/25/12	10/25/12	Today Show M-F CM		7a-9a ---T---	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
Today Show M-F														
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$2,000.00		0.00			
E 8	WAVY	10/29/12	10/29/12	Today Show M-F CM		7a-9a M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
Today Show M-F														
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,000.00		0.00			
E 9	WAVY	10/23/12	10/23/12	Today Show 2 CM		9a-10a -T-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
Today Show 2														
TODAY SHOW 2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$500.00		0.00			
E 10	WAVY	10/26/12	10/26/12	Today Show 2 CM		9a-10a ----F--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
Today Show 2														
TODAY SHOW 2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$500.00		0.00			
E 11	WAVY	10/24/12	10/24/12	Today Show 3 CM		10a-11a --W----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
Today Show 3														
TODAY SHOW 3														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$400.00		0.00			
E 12	WAVY	10/25/12	10/25/12	Today Show 3 CM		10a-11a ---T---	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
Today Show 3														
TODAY SHOW 3														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$400.00		0.00			
E 13	WAVY	10/26/12	10/26/12	Today Show 3 CM		10a-11a ----F--	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
Today Show 3														
TODAY SHOW 3														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$400.00		0.00			
E 14	WAVY	10/29/12	10/29/12		CM	10a-11a M-----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show 3										
				Today Show 3										
				TODAY SHOW 3										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----		1		\$400.00		0.00				
E 15	WAVY	10/23/12	10/23/12	Hampton Roads Show	CM	11a-12p -T-----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
				Hampton Roads Show										
				HAMPTON ROADS SHOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----		1		\$200.00		0.00				
E 16	WAVY	10/25/12	10/25/12	Hampton Roads Show	CM	11a-12p ---T---	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
				Hampton Roads Show										
				HAMPTON ROADS SHOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		1		\$200.00		0.00				
E 17	WAVY	10/29/12	10/29/12	Hampton Roads Show	CM	11a-12p M-----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
				Hampton Roads Show										
				HAMPTON ROADS SHOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----		1		\$200.00		0.00				
E 18	WAVY	10/24/12	10/24/12	WAVY News 10 @ Noon	CM	12p-1p --W----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				News 10 @ Noon										
				NOON NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----		1		\$300.00		0.00				
E 19	WAVY	10/26/12	10/26/12	WAVY News 10 @ Noon	CM	12p-1p ----F--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				News 10 @ Noon										
				NOON NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--		1		\$300.00		0.00				
E 20	WAVY	10/25/12	10/25/12	Days of Our Lives	CM	1p-2p ---T---	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
				Days of Our Lives										
				DAYS OF OUR LIVES										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		1		\$350.00		0.00				
E 21	WAVY	10/23/12	10/23/12	M-F 2-3p	CM	2-3p -T-----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
				The Doctors										
				THE DOCTORS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----		1		\$200.00		0.00				
E 22	WAVY	10/25/12	10/25/12	M-F 4-5p	CM	4p-5p ---T---	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
				M-F 4-5p										
				ANDERSON COOPER										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		1		\$450.00		0.00				
E 23	WAVY	10/29/12	10/29/12	M-F 4-5p	CM	4p-5p M-----	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
				M-F 4-5p										
				ANDERSON COOPER										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----		1		\$450.00		0.00				
E 24	WAVY	10/23/12	10/23/12	WAVY News 10 @ 5p	CM	5p-530p -T-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
				News 10 @ 5p										
				5PM NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----		1		\$1,500.00		0.00				
E 25	WAVY	10/24/12	10/24/12	WAVY News 10 @ 530p	CM	530p-6p --W----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
				News 10 @ 530p										
				530PM NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----		1		\$1,500.00		0.00				
E 26	WAVY	10/26/12	10/26/12		CM	530p-6p ----F--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00

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WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY News 10 @530p News 10 @530p														
530PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	----F--				1	\$1,500.00		0.00			
E 27	WAVY	10/25/12	10/25/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p ---T---	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	---T---				1	\$1,800.00		0.00			
E 28	WAVY	10/29/12	10/29/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p M-----	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----				1	\$1,800.00		0.00			
E 29	WAVY	10/23/12	10/23/12	M-F 7-730p M-F 7-730p	CM	7-730p -T-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
ENTERTAINMENT TONIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-T-----				1	\$1,500.00		0.00			
E 30	WAVY	10/24/12	10/24/12	M-F 730-8p M-F 730-8p	CM	730-8p --W----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
THE INSIDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	--W----				1	\$1,500.00		0.00			
E 31	WAVY	10/23/12	10/23/12	LN M-F M-F News 10 @11	CM	11p-1130p -T-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-T-----				1	\$2,000.00		0.00			
E 32	WAVY	10/25/12	10/25/12	LN M-F M-F News 10 @11	CM	11p-1130p ---T---	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	---T---				1	\$2,000.00		0.00			
E 33	WAVY	10/24/12	10/24/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a --W----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
THE TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	--W----				1	\$500.00		0.00			
E 34	WAVY	10/29/12	10/29/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
THE TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----				1	\$500.00		0.00			
E 35	WAVY	10/23/12	10/23/12	Late Night/Jimmy Fallon Late Night w/Jimmy Fallon	CM	1237a-136a -T-----	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
JIMMY FALLON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-T-----				1	\$150.00		0.00			
E 36	WAVY	10/26/12	10/26/12	Late Night/Jimmy Fallon Late Night w/Jimmy Fallon	CM	1237a-136a ----F--	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
JIMMY FALLON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	----F--				1	\$150.00		0.00			
E 37	WAVY	10/24/12	10/24/12	WAVY Early Today New WAVY Early Today M-TH	CM	430-5a --W----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
EARLY TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	--W----				1	\$200.00		0.00			
E 38	WAVY	10/23/12	10/23/12		CM	430-5a -T-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				WAVY Early Today New T												
				WAVY Early Today M-TH												
EARLY TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----		1		\$200.00		0.00						
E 39	WAVY	10/27/12	10/27/12	WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00	
				WAVY News 10 Sa 6a												
SATURDAY EARLY AM NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-		1		\$500.00		0.00						
E 40	WAVY	10/27/12	10/27/12	WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	\$800.00	P1	0.00	NM	1	\$800.00	
				WAVY News 10 Sa 7a												
SATURDAY AM NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-		1		\$800.00		0.00						
E 41	WAVY	10/27/12	10/27/12	WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00	
				WAVY News 10 Sat 6p												
SATURDAY 6PM NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-		1		\$500.00		0.00						
E 42	WAVY	10/27/12	10/27/12	Sa 7-8p	CM	7p-8p	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00	
				Sa 7-8p												
ENTERTAINMENT THIS WEEK																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-		1		\$300.00		0.00						
E 43	WAVY	10/28/12	10/28/12	WAVY News 10 SundayGM		7a-8a	-----S	:30	1	\$800.00	P1	0.00	NM	1	\$800.00	
				WAVY News 10 Sunday 7a												
SUNDAY AM NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S		1		\$800.00		0.00						
E 44	WAVY	10/28/12	10/28/12	WAVY News 10 Sun 6p	CM	6p-7p	-----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00	
				WAVY News 10 Sun 6p												
SUNDAY 6PM NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S		1		\$500.00		0.00						
														Totals	44	\$36,250.00